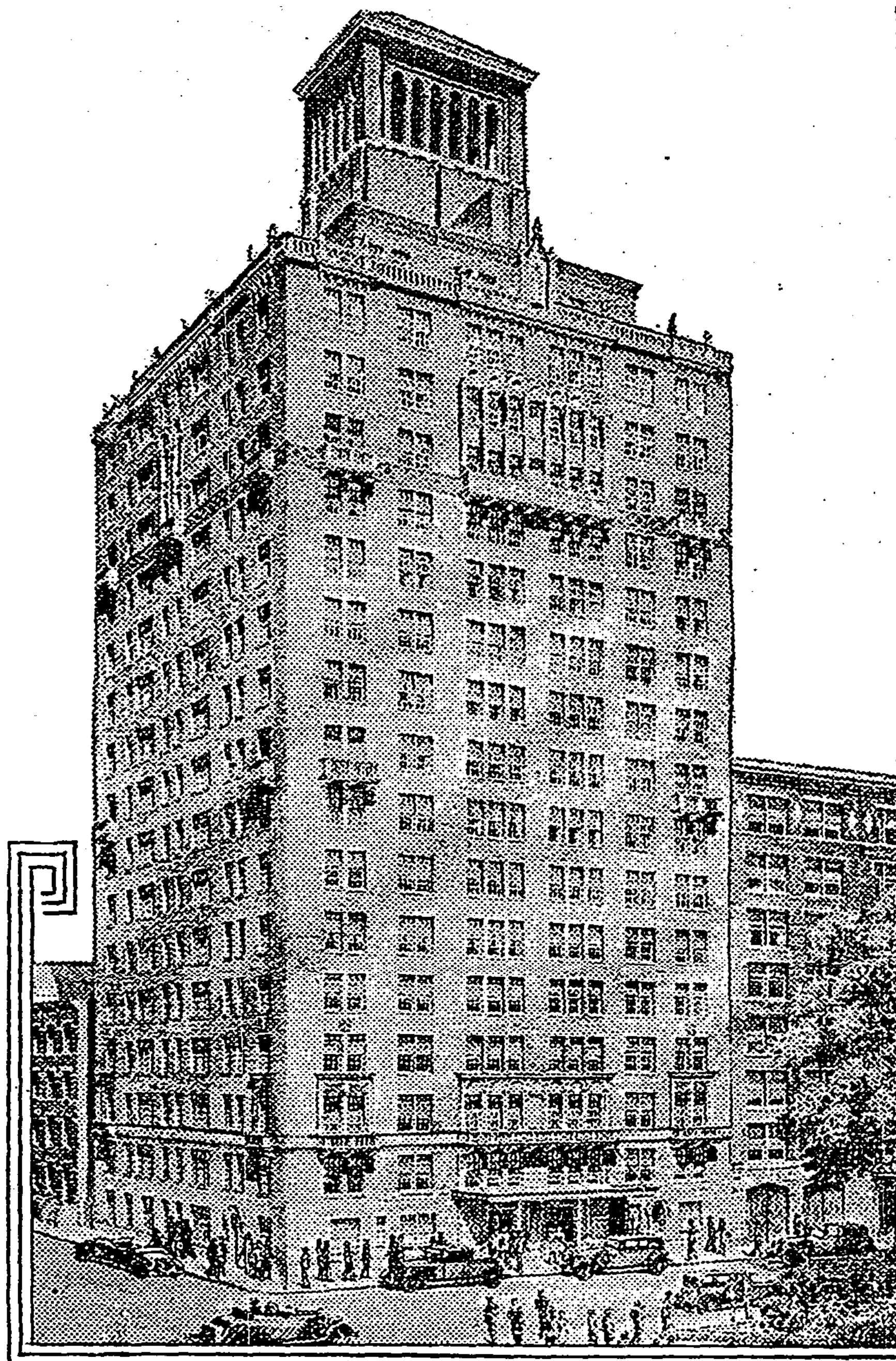
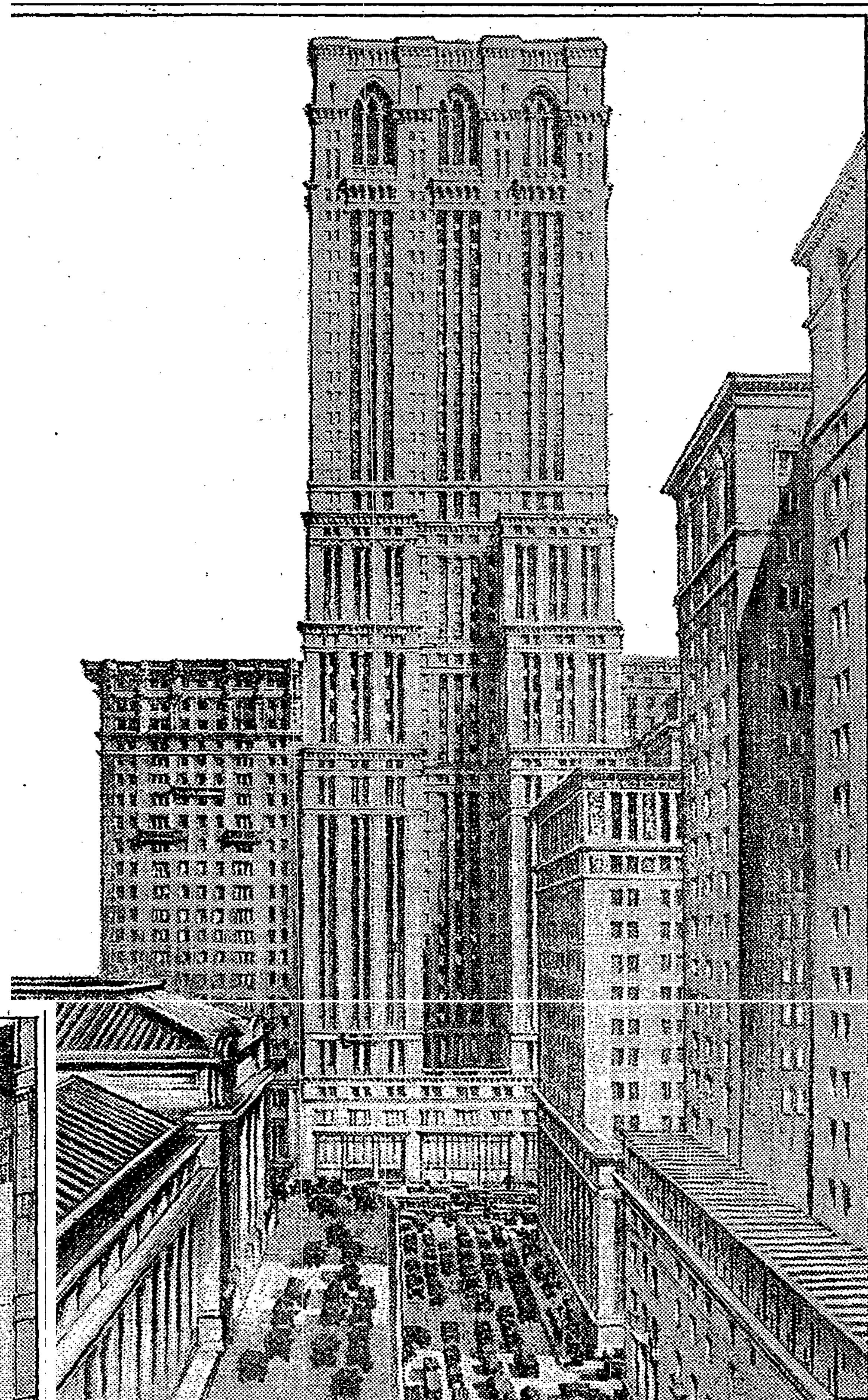


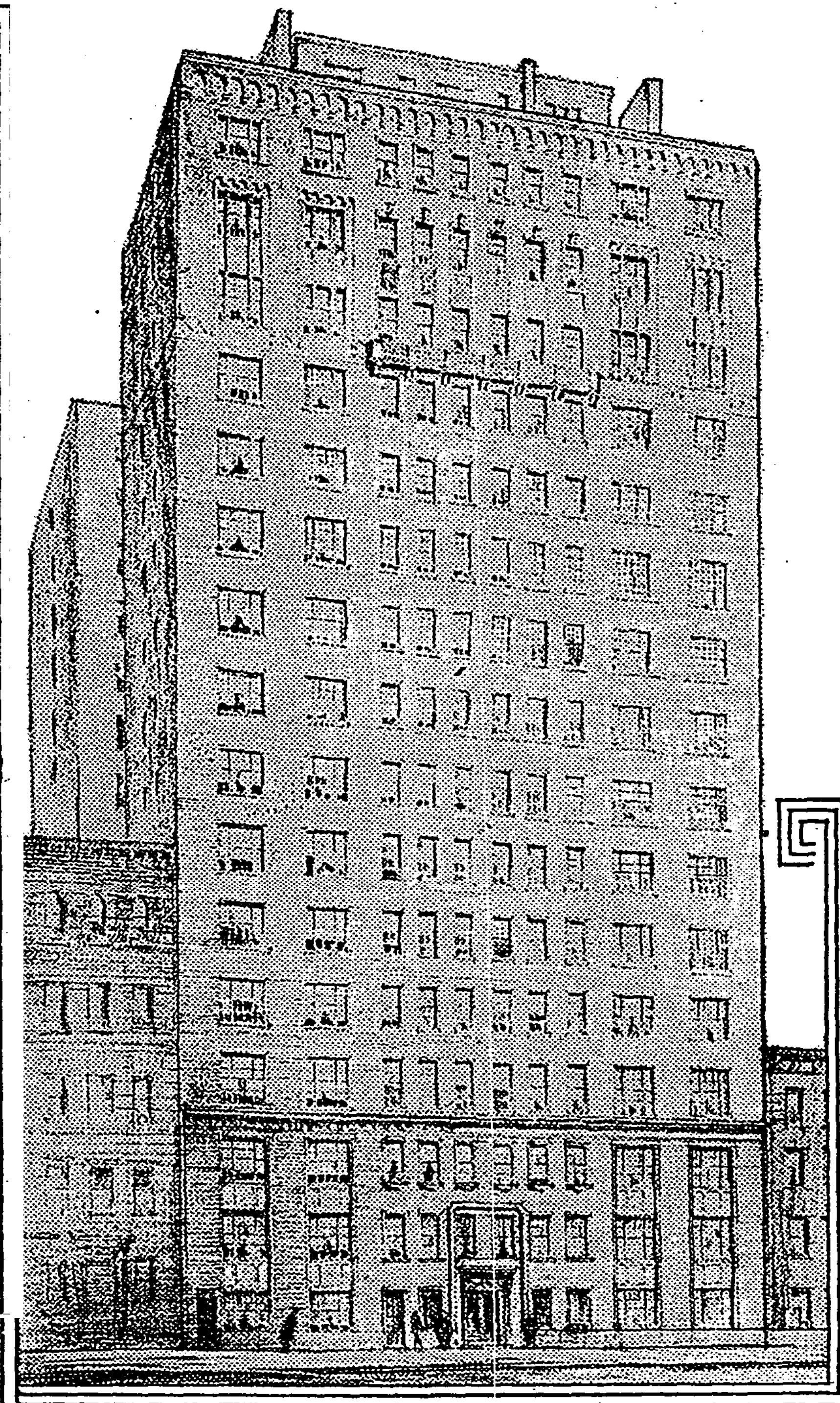
ANOTHER SKYSCRAPER FOR THE GRAND CENTRAL ZONE



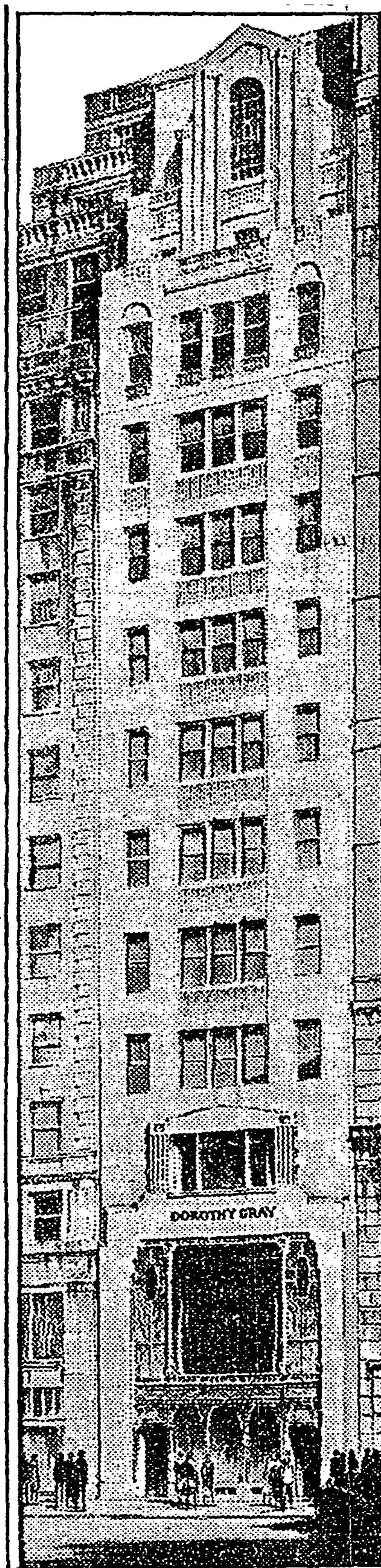
Sixteen-Story Apartment Being Erected Northwest Corner Washington Square West and Fourth Street. Gruenberg & Leuchtag, Architects.



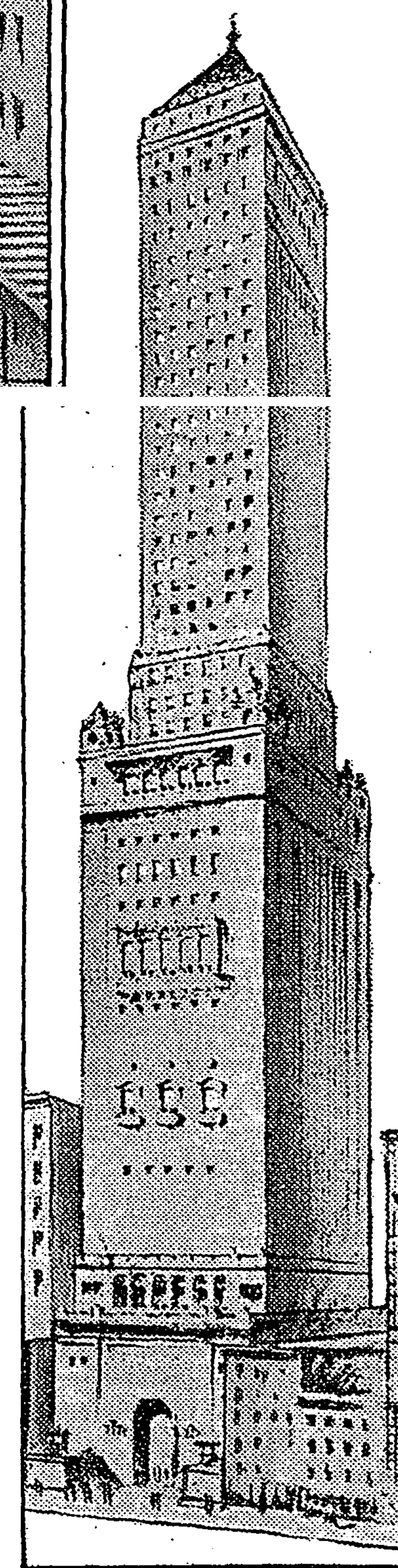
The Fifty-three-Story Building Being Erected at 60 East Forty-second Street, Adjoining Hotel Belmont. Pease & Elliman, Inc., Agents. J. E. R. Carpenter and Associates, Architects.



Sixteen-Story Apartment House at 440 West Thirty-fourth Street. J. H. Taylor Construction Company, Builders; Emilio Levy, Architect; Brown, Wheelock; Harris, Vought & Co., Inc., Agent.



The Twelve-Story Dorothy Gray Building at 683 Fifth Avenue, Which Will Be Completed About Dec. 1. Kohn & Butler, Architects; Cushman & Wakefield, Inc., Agents.



The Downtown Athletic Club Building to Be Erected on West Street Between Battery Place and Morris Street. Starrett & Van Vleck, Architects.

IN the heart of the Grand Central office zone diagonally opposite the Grand Central Station and facing Vanderbilt Avenue, the fifty-three-story Lincoln Building is being erected.

It covers the site of the old Lincoln storage warehouse which, for many years was a landmark of New York, being the first sight of New York City secured by thousands of strangers arriving through the Grand Central Station. In addition, there has been added to the site a large plot on Madison Avenue. The total area of the site is 43,000 square feet, or more than an acre, in the heart of the metropolis.

The gross rentable area of the new building will be about 900,000 square feet and the rent roll for its use about \$4,528,000. It is expected that occupancy will be possible in February, 1930. There will be thirty elevators, a restaurant, two subway entrances with a direct connection to all subway lines and the Grand Central Station, which also gives covered

passage to many of the prominent buildings in the midtown zone.

The building is being erected by Dwight P. Robinson & Co., from plans by J. E. R. Carpenter and associates. The President of the Lincoln Forty-second Company is John H. Carpenter, who has built and who owns some of New York's most notable buildings. Some of the largest leasing negotiations are now under way for space in the building through its agents, Pease & Elliman.

Adjoining the new structure to the east is the Hotel Belmont and on the western corner is the Heckscher Building erected a few years ago. One block to the east, on the western Lexington Avenue front between Forty-first and Forty-second Streets, the huge fifty-three-story Chanlin Building is nearing completion.

In that neighborhood, on the eastern Lexington Avenue front between Forty-second and Forty-third Streets, wreckers are tearing down the old row of structures for the proposed sixty-seven-story Chrysler Building, the tower of which will rise 16 feet above the Woolworth Building.